AT A GLANCE At Embedded Processor Forum, Intel unveiled its own version of the StrongArm processor it acquired from Digital. Sporting a longer pipeline and Intel's sizzling new 0.18-micron process, the new generation will operate at up to 600 MHz. The new chip adheres to Strong-Arm's low-power tradition, burning less than 500 mW at 1.3 V. Frustrated by Microsoft's inability to create demand for its higherperformance (higher-profit) chips, Intel is hatching a plan to use the Internet to reverse the buying trend toward cheap PCs. Alpha roadmap gets clearer; Celeron hits 466 MHz; Cyrix M II reaches Intel low end. Embedded News 5 Intel to develop network processors; QED cottons to copper; Lexra debuts Radiax DSP extensions for MIPS. Tuning up the PowerPC architecture for an expanded role in embedded processing, IBM and Motorola have jointly developed Book E. The new architectural specification simplifies 64-bit addressing and memory management, enhances the interrupt structure, and gives both companies the freedom to customize the instruction set. Motorola and Lucent's new StarCore alliance is preparing to deliver its first DSP core, the SC140, in 4Q99. With 16 function units and Motorola's 0.18-micron copper HIP-6 process, the 300-MHz VLIW core will deliver 1.2 billion multiply-accumulates per second at a cool 500 mW. Pushing deep into the low end of the market, Intel has announced its Celeron-companion chip set, the 810 (née Whitney). Although its integrated UMA graphics engine offers relatively poor 3D performance, the 810 is priced as low as \$23. Microsoft Updates Windows Roadmap 20 Working to improve on its previous efforts to make PCs easier to use and more reliable, Microsoft held its annual WinHEC conference to lay out its new strategy to the PC-hardware community. The Slater Perspective: Profits Elude Intel's Competitors 23 For a while it appeared that Intel's x86 competitors were gaining ground. But financial results show Intel growing stronger and competitors gasping for air, raising this question: Can anyone compete?

MICROPROCESSOR REPORT

Founder and Executive Editor
Michael Slater
mslater@mdr.zd.com

Publisher and Editorial Director

Linley Gwennap linley@mdr.zd.com

Editor in Chief

Keith Diefendorff

Senior Editor

Jim Turley jturley@mdr.zd.com

Senior Editor Senior Editor
Peter N. Glaskowsky TomR. Halfhill
png@mdr.zd.com thalfhill@mdr.zd.com

Associate Editor: Laurie Masters

Editorial Board

Dennis Allison
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Bernard Peuto
John F. Wakerly

Editorial Office

298 S. Sunnyvale Avenue Sunnyvale, CA 94086-6245 **Phone:** 408.328.3900 **Fax:** 408.737.2242

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874 Gravenstein Hwy. So., Suite 14 Sebastopol, CA 95472 **Phone:** 707.824.4004 **Fax:** 707.823.0504 **Subscriptions:** 707.824.4001 cs@mdr.zd.com

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